



Healthy Eating at Street Level:

Best Practices in Commercial Restaurants

Menu



Copies

Gerry Ludwig, CEC
Corporate Consulting Chef

CHOMP,
NIBBLE,
GNAW,
MUNCH,
SLURP,
BITE,
CHEW,
BURP.



OUR TAKEOUT MENU

WE DELIVER

CALL 212.614.6834 OR 212.489.3270

TRY ONE OF OUR CARBON SAVING COMBO MEALS.



SAVE AN AVERAGE OF 1.1KG
CO₂e WITH THIS COMBO MEAL

ANY BURGER
+
**SMALLO CHIPLETS,
FRIES, OR
CHOCO TREAT**
+
**ANY
SMALLO DRINK**

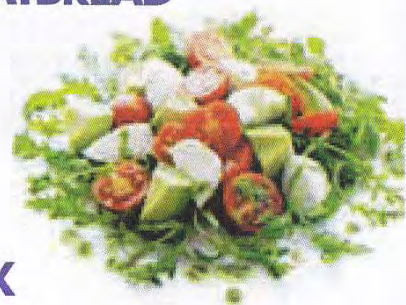


SAVE AN AVERAGE OF 2.2KG
CO₂e WITH THIS COMBO MEAL

ANY HEARTIE
+
**ANY
OBSESSION**
+
**ANY
SMALLO DRINK**



**ANY WRAP, FLATBREAD
OR TACOS**
+
**ANY
SMALLO
SALAD**
+
**ANY
SMALLO DRINK**



FOOD FACTS YOU'LL WANT TO KNOW ABOUT.

1:

Otarian only uses a bouillon, or stock, that contains natural ingredients. It is free from preservatives, coloring, artificial flavoring such as MSG, and genetically modified material.

2:

All Otarian food is suitable for lacto-vegetarians. It contains no meat, fish or other derivatives, including by-products of slaughter. It contains no egg or ingredients made from egg. It contains no animal-derived processing aids, which manufacturers do not have to declare.

3:

Otarian's burger buns may taste a bit different. That's because we serve real bread, not fake food. There's eight ingredients in an Otarian burger bun compared to over 30 for typical fast-food chains... need we say more?

NEW YORK
154 Bleecker Street
(at the corner of Thompson street)
212.614.6834

947 8th Avenue
(at the corner of 56th Street)
212.489.3270

Order by phone or online at www.otarian.com
Minimum order \$11.50 by phone / \$12 online
Not available for delivery: H2Os, Soups or Tacos
Combos only available when ordered by phone



Otarian®
CHOOSE LOW-CARBON FOOD
FOR A HAPPIER PLANET

BURGERS

		OTARIAN CARBON SAVING* (kgs)	CARBON FOOTPRINT (kgs)
PORTOBELLO MUSHROOM BURGER with pesto, mayonnaise, cheese, lettuce and red onion (530 kcal)	\$6.95	0.98	1.30
TEX MEX BURGER with guacamole, salsa, barbeque sauce, cheese and lettuce (600 kcal)	\$6.95	0.69	1.59
INDIAN CHUTNEY BURGER with chutney mayonnaise and salad (550 kcal)	\$6.95	0.96	1.32

*When compared with TEX MEX BURGER at 2.28 kg.

QUICK BITES

TACOS with spicy vegetable and bean chilli, salsa, guacamole, sour cream, lettuce and cheese (420 kcal)	\$5.95	1.05	1.38
TANDOORI MUSHROOM O PANEER WRAP with Cucumber Yogurt Dip (520 kcal)	\$5.95	0.91	1.12
TOASTED BURRITO with Salsa (400 kcal)	\$5.95	0.79	1.24
POTATO ONION O DILL FLATBREAD with Salsa or Hot Sauce (420 kcal)	\$5.95	1.00	1.06
SPICY POTATO FLATBREAD with Cucumber Yogurt Dip (370 kcal)	\$5.95	1.24	0.82
MUSHROOM O CHEESE FLATBREAD with Salsa or Hot Sauce (460 kcal)	\$5.95	0.82	1.24
SWEET POTATO CHIPLETS (130/450 kcal)	\$2.95/\$3.95		
FRIES (170/570 kcal)	\$2.45/\$3.45		

*When compared with BEEF TACOS at 2.43 kg, TOASTED BEEF CHILLI BURRITO at 2.03 kg, HAM & CHEESE FLATBREAD at 2.06 kg.

FRESH DIPS

MAYONNAISE (120 kcal)	\$0.75	0.15	0.21
HOT SAUCE (20 kcal)	\$0.75		
BARBEQUE SAUCE (100 kcal)	\$0.75		
CUCUMBER YOGURT DIP (20 kcal)	\$0.75		
GUACAMOLE (120 kcal)	\$0.75		
SALSA (20 kcal)	\$0.75		

*When compared with EGG MAYONNAISE at 0.36 kg.

SOUPS AND SALADS

		OTARIAN CARBON SAVING* (kgs)		CARBON FOOTPRINT (kgs)	
		small	big	small	big
ROASTED TOMATO SOUP	\$3.95/\$5.45	0.20	0.27	1.21	1.68
with Foccacia (160/210 kcal) V W&GF					
CURRIED APPLE AND PARSNIP SOUP	\$3.95/\$5.45	0.64	0.87	0.77	1.07
with Foccacia (220/300 kcal) V W&GF					
PEA O SPINACH SOUP	\$3.95/\$5.45	0.67	0.91	0.74	1.03
with Foccacia (150/210 kcal) V W&GF					
AVOCADO TOMATO MOZZARELLA SALAD	\$4.95/\$6.45	1.27	1.50	0.94	1.46
with Pesto Dressing (350/550 kcal) W&GF					
BEET O FETA SALAD	\$4.95/\$6.45	1.52	1.91	0.69	1.05
with Balsamic Vinaigrette (260/420 kcal) W&GF					
ROASTED VEGETABLE COUSCOUS	\$4.95/\$6.45	1.45	1.95	0.76	1.01
with Dijon Vinaigrette (310/430 kcal) V					

*When compared with CHICKEN SOUP at 1.41/1.94 kg, LAMB COUSCOUS SALAD at 2.21/2.96 kg.

HEARTIES

ROASTED VEGETABLE LASAGNA (470 kcal)	\$8.95	2.63	2.58
VEGETABLE BIRYANI			
with Cucumber Yogurt Dip (460 kcal) V W&GF	\$8.95	2.07	1.69
SPICY VEGETABLE NOODLES (460 kcal) V	\$8.95	1.27	1.97
RED CURRY NOODLES			
with Vegetables (610 kcal) V	\$8.95	1.05	2.19
MILD GREEN CURRY VEGETABLES			
with Lime Rice (410 kcal) V W&GF	\$8.95	2.02	1.36

*When compared with BEEF LASAGNA at 5.21 kg, LAMB BIRYANI WITH CUCUMBER YOGURT DIP at 3.76 kg, SPICY PRAWN NOODLES at 3.24 kg, SPICED CHICKEN COCONUT CURRY at 3.37 kg.

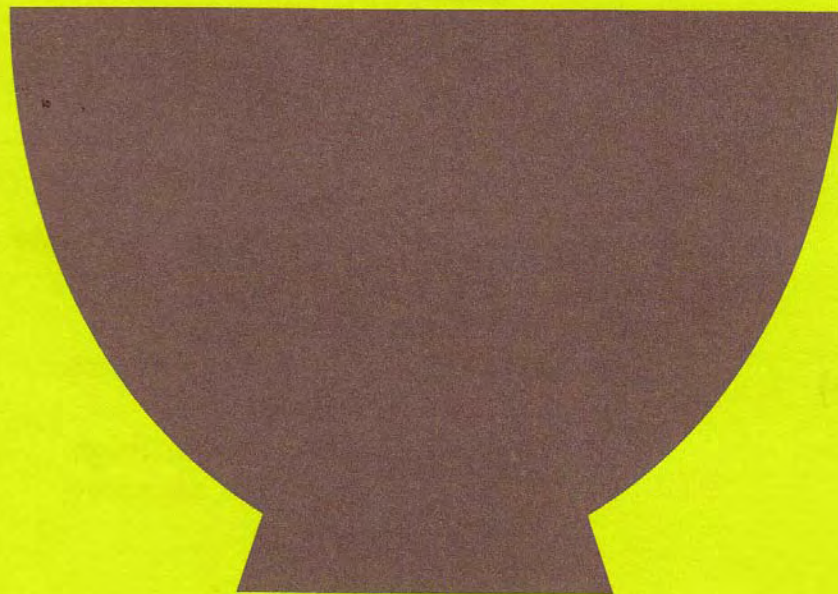
OBSESSIONS

CHOCO TREAT (410 kcal) V	\$2.95	0.70	0.57
CHOCO MOUSSE (430 kcal) W&GF	\$3.95	0.23	1.04
APPLE CRUMBLE (270 kcal)	\$3.95	0.70	0.46
PANNA COTTA O BERRY (260 kcal) W&GF	\$3.95	0.09	1.07

*When compared with CHOCOLATE MOUSSE WITH EGG at 1.27 kg, CHOCOLATE CHEESECAKE WITH BERRIES at 1.16 kg.

H2O

		small	big
SOFT DRINKS	\$1.95 \$2.55		
WATER	\$1.95		
FILTER COFFEE		\$1.65	\$1.95
DECAF COFFEE		\$1.65	\$1.95
BREAKFAST BLEND		\$1.95	\$2.25
CEYLON GREEN		\$1.95	\$2.25
WILD ROOIBOS		\$1.95	\$2.25



sensēbowl

Fast, Fresh, Sensible

150 E 52nd Street New York, NY 10022

{Between Lexington and Third Avenues}

Telephone - 212.702.9555 • Website - sensebowl.com

Hours of operation

Monday - Friday: 11AM - 9PM

Saturday: 11AM - 3PM

Sunday: Closed

Free Delivery • Order online at Seamlessweb

build your own bowl \$9.00*

1 base + 1 protein + 3 toppings + 1 sauce/dressing or broth + 1 seasoning

1 base

1 Included
Extra Add \$1.00*

{asian rice}
• White
• Brown

{asian noodle}
• White
• Buckwheat

2 protein

1 Included
Extra Add \$1.50*

- **Slow Cooked Beef**
Beef short ribs, soy sauce, chili paste and pineapple
- **Baked Chicken Breast**
Skinless chicken breast, rosemary, thyme and lemon peel
- **Slow Cooked Chicken Thigh**
Skinless chicken thigh, soy sauce, ginger and sake
- **Spicy Pork Loin**
Pork loin, red pepper paste, ginger and apple
- **Herb Shrimp**
Fresh shrimp, grape seed oil, kefir lime leaves and mint
- **Steamed Tofu**
Organic tofu and mineral water

3 toppings

3 Included
Extra Add \$0.50*

- Baby bok choy
- Baby corn
- Bean sprouts
- Broccoli
- Carrots
- Eggs
- Shiitake mushroom
- Snow peas
- Kimchi (Pickled cabbage)
- Pickled onions
- Water chestnut
- Crispy noodles
- Honey roasted peanuts
- Wasabi peas

4 sauce / dressing or broth

1 Included
Extra Add \$0.50*

- {sauce / dressing}
 - sensebowl Signature Sauce
 - Sweet and Spicy sauce
 - Honey Carrot Ginger Dressing
 - Creamy Cilantro Dressing
- {broth}
 - **Hearty Beef Broth**
Beef, brulee onion
 - **Ginger Chicken Broth**
Chicken, ginger, lemongrass, chamomile
 - **Vegetable Broth**
Shiitake mushroom

5 seasoning

1 Included
Extra Add \$0.25*

- Toasted seaweed
- Sesame seeds
- Furikake (Magic Sprinkle)

signature bowls \$9.50*

• beef bowl

White rice + Slow cooked beef + Baby bok choy + Bean sprouts + Kimchi (Pickled cabbage) + Pickled onions + Furikake (Magic Sprinkle) + sensebowl Signature Sauce

• chicken bowl

Asian white noodle + Baked chicken breast + Baby corn + Broccoli + Carrots + Snow peas + Toasted seaweed + Ginger Chicken Broth

• shrimp bowl

Brown rice + Herb shrimp + Bean sprouts + Eggs + Water chestnut + Honey roasted peanuts + Toasted sesame + Honey Carrot Ginger Dressing

• pork bowl

White rice + Spicy pork + Bean sprouts + Snow peas + Pickled onions + Wasabi peas + Furikake (Magic Sprinkle) + Sweet and Spicy Sauce

• tofu bowl

Asian buckwheat noodle + Steamed tofu + Baby corn + Carrots + Shiitake mushroom + Crispy noodles + Toasted seaweed + Vegetable Broth

*All prices include sales tax

Chop't Classics™

Dressings

homemade small-batch dressings made daily

classic

balsamic vinaigrette
white balsamic vinaigrette
simple lemon vinaigrette
red wine vinaigrette
dijon vinaigrette
caesar dressing
steakhouse blue cheese
buttermilk ranch
smoky bacon russian
tremblay farm honey dijon
chop't secret house blend
extra virgin olive oil

exotic

mexican caesar
chimichurri
5 flavor asian
carrot ginger dressing

bold

tabasco ranch
chile-lime dressing
detox dressing
tex-mex ranch
sweet & smoky
chipotle vinaigrette

spa

spa sesame asian
spa dijon
spa balsamic vinaigrette
spa ranch
spa tex-mex ranch
spa caesar
spa tzatziki yogurt dressing
red wine vinegar
balsamic vinegar
fresh squeezed
lemon juice

SPA DRESSINGS
LOW-FAT
LESS THAN
45 CALORIES
PER SERVING

No sugar.
No high-fructose corn syrup.

OUR DRESSINGS
THAT ARE SWEETENED
ARE MADE WITH
HONEY OR ORGANIC
AGAVE NECTAR.

salad
salad
sandwich

salad
salad
sandwich

santa fe

Avocado, tomato, corn, pepper
jack cheese and fried onions
chop't with romaine lettuce
we recommend **sweet+smoky chipotle vinaigrette** or **tex-mex ranch**

8.15 7.15

mexican caesar™

Cotija cheese, jalapeno
and tortilla chips chop't
with romaine lettuce
with **mexican caesar dressing**

naked 6.95 5.95
chicken 7.75 6.75
steak 9.25 8.25
shrimp 9.25 8.25
roast turkey 7.75 6.75

caesar

Romaine lettuce with
shaved pecorino cheese
and homemade croutons
with **caesar dressing** or **spa caesar**

naked 6.75 5.75
chicken 7.50 6.50
steak 8.95 7.95
shrimp 8.95 7.95
roast turkey 7.50 6.50

harvest cobb™

Grilled chicken, granny smith apples,
walnuts, beets and goat cheese
chop't with romaine lettuce and spinach
with **spa balsamic vinaigrette** or **spa dijon**

9.75 8.75

palm beach shrimp™

Grilled shrimp, avocado, tomato,
cucumber and hearts of palm
chop't with romaine lettuce
with **chile-lime dressing** or **white balsamic vinaigrette**

9.75 8.75

kebab cobb™

Grilled chicken, feta cheese,
red onions, peppers, and pita chips
chop't with romaine lettuce
we recommend **tzatziki yogurt dressing**
or **red wine vinaigrette**

9.45 8.45

steakhouse

All natural angus steak,
tomato, and fried onions chop't
with romaine lettuce
with our **steakhouse blue cheese** or **chimichurri**

8.95 7.95

vegetarian powerhouse™

Broccoli, edamame, carrots, sunflower
seeds, walnuts, craisins, and apples
chop't with spinach and romaine lettuce
we recommend **spa balsamic vinaigrette** or **detox dressing**

8.75 7.75

chop't po'boy™

Panko fried chicken, tomato, red
onions and white cheddar cheese
chop't with romaine lettuce
we recommend **tabasco ranch** or **spa tex-mex ranch**

8.45 7.45

st. tropez

Wild Planet tuna, crumbled egg,
string beans, kalamata olives,
red onions and yukon gold potatoes
chop't with romaine lettuce
with **dijon vinaigrette** or **simple lemon vinaigrette**

9.25 8.25

grilled asian

Spinach and romaine lettuce
with carrots, slivered almonds,
oranges, snow peas and
crispy chinese noodles
with **5 flavor asian** or **carrot ginger**

naked 7.25 6.25
chicken 8.45 7.45
steak 9.25 8.25
shrimp 9.25 8.25
roast turkey 8.45 7.45

monterey

Grilled chicken, pepper jack cheese,
red onions and tortilla chips chop't
with iceberg lettuce
with **tex-mex ranch** or **sweet+smoky chipotle vinaigrette**

8.75 7.75

cobb

Grilled chicken, avocado, smoked
bacon, crumbled egg, crumbled
blue cheese and tomato chop't with
iceberg and romaine lettuce
with **dijon vinaigrette** or **steakhouse blue cheese**

9.45 8.45

Customer Craft™



**chop't
salad™**
\$6.95



**chop't salad
sandwich™**
\$5.95

1 Choose Your Lettuce

romaine | iceberg | mesclun mix | arugula **+.50** | spinach

2 Choose Your 4 FREE Choppings™

one additional free chopping if ordered before noon

vegetables

fresh beets
fried onions
jalapenos
broccoli
carrots
celery
corn
cucumber
red onion
green peas
snow peas
string beans

tomato

red + green peppers
white mushrooms
yukon gold potatoes

beans

black beans
chickpeas
white beans
crumbled egg

cheeses

white cheddar cheese
pepper jack cheese

fruit

grapes
oranges
granny smith apples

crunch

homemade croutons
chinese noodles
pita chips
sunflower seeds
tortilla chips

each additional chopping: **+.50**

premium choppings™

Niman Ranch ham **+ 1.75**
Applegate Farms salami **+ 1.75**
smoked bacon **+ 1.00**
all natural angus steak **+ 3.25**
grilled shrimp **+ 3.25**
Wild Planet tuna **+ 2.50**
grilled chicken **+ 2.25**
cajun chicken **+ 2.25**
panko fried chicken **+ 2.25**
house roasted turkey **+ 2.25**
tofu/smoked tofu **+ 1.50**
egg whites **+ 1.00**

fruits and nuts

slivered almonds **+ .50**
craisins **+ .75**
walnuts **+ .50**

vegetables

peppadew peppers **+ 1.25**
artichokes **+ 1.25**
grilled asparagus **+ .75**
avocado **+ 1.25**
edamame **+ .50**
hearts of palm **+ 1.25**
kalamata olives **+ .75**
sundried tomato **+ 1.25**

cheeses

crumbled blue **+ .75**
feta cheese **+ .75**
goat cheese **+ 1.00**
fresh mozzarella **+ 1.00**
pecorino **+ 1.00**
cotija cheese **+ 1.00**

3 Choose Your Dressing

MENU ITEMS OF THE WEEK

Hot Green Tea:

Freshly brewed anti-oxidant rich Organic Kerrigane tea with your choice of honey and lemon.

Hot Apple Cider:

Red Jacket Orchard Organic Apple Cider simmered with cinnamon sticks, star anise, and whole nutmeg.



We bring fast food that's fresh, delicious, and nutritious to all ages, lifestyles, incomes, and ethnicities.



No fats, fillers, or anything artificial. We're redefining counter culture, in real-time.

de-junking fast food



40th Street & Madison Avenue
New York, NY 10017

HOURS OF OPERATION

We are open Monday thru Friday 7am - 9pm,
Saturday 11am - 7pm,
Sunday Closed

BUILD YOUR BURGER or CHOOSE SLIDERS (2 PER ORDER) or CHOOSE SKEWERS (2 PER ORDER)
 Starting at \$6 (includes tax)

Starting at \$5 (includes tax)

STEP 1

BUNS

- Bagel
- Brioche
- Multigrain
- Pressed Rice Bun
- Pumpernickel

STEP 2

PATTIES

- Beef
- Breakfast
- Egg
- Lamb
- Pork
- Salmon
- Turkey
- Vegetable

STEP 3

VEGGIESCOOPS

- Avocado & Chili Mango
- Cheddar & Scallion Grits
- Chimichurri Yucca
- Chinese Braised Kale
- Chipotle Hominy Salad
- Dried Fruits & Nuts
- Edamame & Sea Salad
- Eggplant & Parmesan
- Hard Boiled Egg
- Herb Stuffing
- Mac & Cheese
- Mofo
- Mushroom & Onions
- Pickled Peppers
- Potato & Chorizo Hash
- Roasted Brussel Sprouts
- Roasted Root Veggies
- Spinach & Toasted Pine Nuts
- Veggie Chili
- Winter Slaw

CREATE A MEAL:
SELECT
SIDES - DESSERTS-
BEVERAGES

SidesAll \$3.00

Coconut Rice

Mixed Green Salad

Multigrain Rice

Square Roots

Veggiescoops (\$3 and up)

Desserts

Mousses.....All \$3.50

Apple Crumble

Chocolate Cherry Mousse

Chocolate Mousse

Yogurt and Granola

Cookies.....2pk \$2, 4pk \$3.50

Chocolate Chipotle

Pistachio Shortbread

Plain Shortbread

Sesame Ginger Shortbread

Spelt Nut Brownie (\$2.00)

Banana Nut Bread (\$2.50)

CHOOSE A CHEF MEAL
 Starting at \$12 (Includes choice of side + tea or soda and includes tax)

Brokeback \$12.00 Beef patty, slow-cooked veggie chili, tickler cheddar & pickle on brioche	Green Giant \$12.00 Veggie patty, spicy spinach & pine nuts, hummus & sliced avocado on multi grain	Juke-Joint \$12.00 Beef patty, mushroom & onions, whole roasted shitake mushroom, gruyere, mustard on multi grain	Mac Daddy \$12.00 Beef patty, creamy mac 'n cheese, fontina cheese, crispy pacetta, homemade bbq sauce on brioche	The Morning After \$12.00 Breakfast pork patty, hard boiled egg, crispy pancetta, tickler cheddar on bagel

☼ = \$1 Premium
☼ = \$.50 Premium

🌿 = Vegan
🌿 = Gluten Free

🌰 = Contains Nuts
🔥 = Spicy

STEP 4

SLICES

- ☼🌿☼ Fresh Avocado
- ☼🌿 Kim Chi
- ☼🌿 Maple Glazed Butternut Squash
- ☼🌿☼ Pancetta Bacon
- ☼🌿 Pickled Daikon Radish
- ☼🌿☼ Roasted Shiitake Mushroom
- ☼🌿☼ Sopressata

STEP 5

CHEESES

- ☼ Blue
- ☼ Cheddar
- ☼☼ Fontina
- ☼ Goat Cheese
- ☼☼ Gruyere
- ☼ Manchego
- 4food Mozzarella

STEP 6

CONDIMENTS

- ☼🌿 Cranberry Sauce
- ☼ BBQ Sauce
- ☼ Basil Pesto
- ☼🌿 Dijon Mustard
- 🔥☼ Guacamole
- 🔥☼ Horseradish Cream
- ☼ Hummus
- 🔥☼ Jamaican Jerk Sauce
- ☼ Lemon Caper Tartar Sauce
- ☼ Mayonnaise
- ☼🌿 Organic Ketchup
- 🔥☼ Salsa Verde
- 🔥☼ Sweet Chili Sauce
- ☼ Tatziki

STEP 7

ADD-ONS

- ☼🌿 Lettuce
- ☼🌿 Pickles
- ☼🌿 Tomato
- ☼🌿 Vidalia Onions

Beverages

Teas.....\$3.50

Hibiscus Berry Tea ☼

Mango Chai Tea ☼

White Peach Rosehip Tea ☼

Unsweetened Green Tea (\$2.00) ☼

+ Bubble Tea Pearls (+\$0.50) ☼☼

Hot Apple Cider (\$2.00) ☼

Hot Green Tea (\$2.00) ☼

Sodas.....All \$3.00

Hibiscus Berry Soda ☼

Mango Chai Soda ☼

White Peach Rosehip Soda ☼

Smoothies.....All \$5.00

Corazon

Dirt 🔥

Green ☼🔥

Kick Start ☼☼

Espresso / Red Espresso...\$3.50

Americano ☼

Cappuccino ☼

Latte ☼

Purified or Sparkling Water...\$1.00

* All Scoops are subject to change by locations.
Please check www.4food.com to view the
current selections available.

* 4food uses the following wholesome ingredients in
our products: Peanuts, Tree Nuts, Soybeans, Wheat, Eggs, Milk,
and Fish. Please be aware that our products may have come in
contact with these ingredients.

The Piper

\$12.00

Pork patty, pickled peppers,
sopressata, smoked mozzarella
on brioche



Bougie

\$12.00

Salmon patty, nutty brussels
sprouts, pancetta bacon,
horseradish cream on pumpernickel



Somos Americanos

\$12.00

Beef patty, spiced hominy, corn
salad scoop, manchego cheese,
guacamole on multi grain



Huevos N' Hash

\$12.00

Egg patty, potatoe & chorizo hash,
manchego cheese, fresh avocado
slices, barbecue sauce on brioche



Gotham

\$12.00

Salmon patty, spinach & pine nut,
sliced tomato & onion, lemon caper
sauce on bagel





Thank You!



Gerry Ludwig, CEC
Corporate Consulting Chef